



*Mark Young*  
*New York Metro*

April 17, 1998

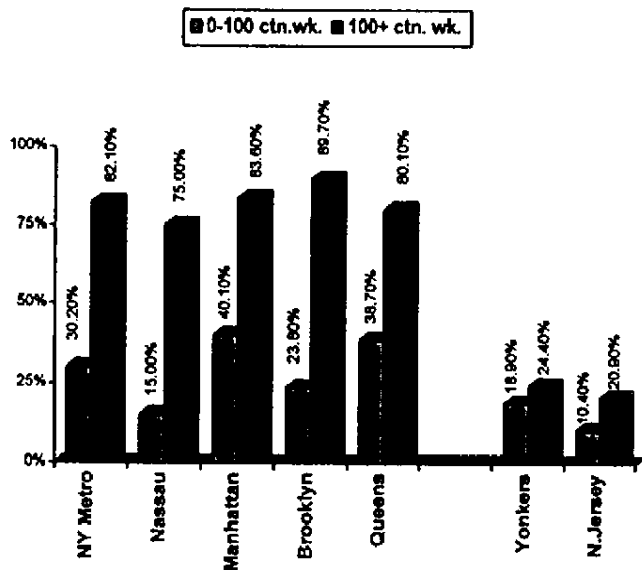
To: All NY Metro Managers

Subject: Salem FF Slide Box Distribution

Dear Managers,

Since I last sent a recap on the Salem Slide Box FF distribution (March 6), strong gains have continued to be made in the lower volume calls. As you can see on the graph below, it reflects the distribution in all retail calls within your division (even the chain stores).

Salem FF Slide Box Distribution



Let's keep the distribution growing!

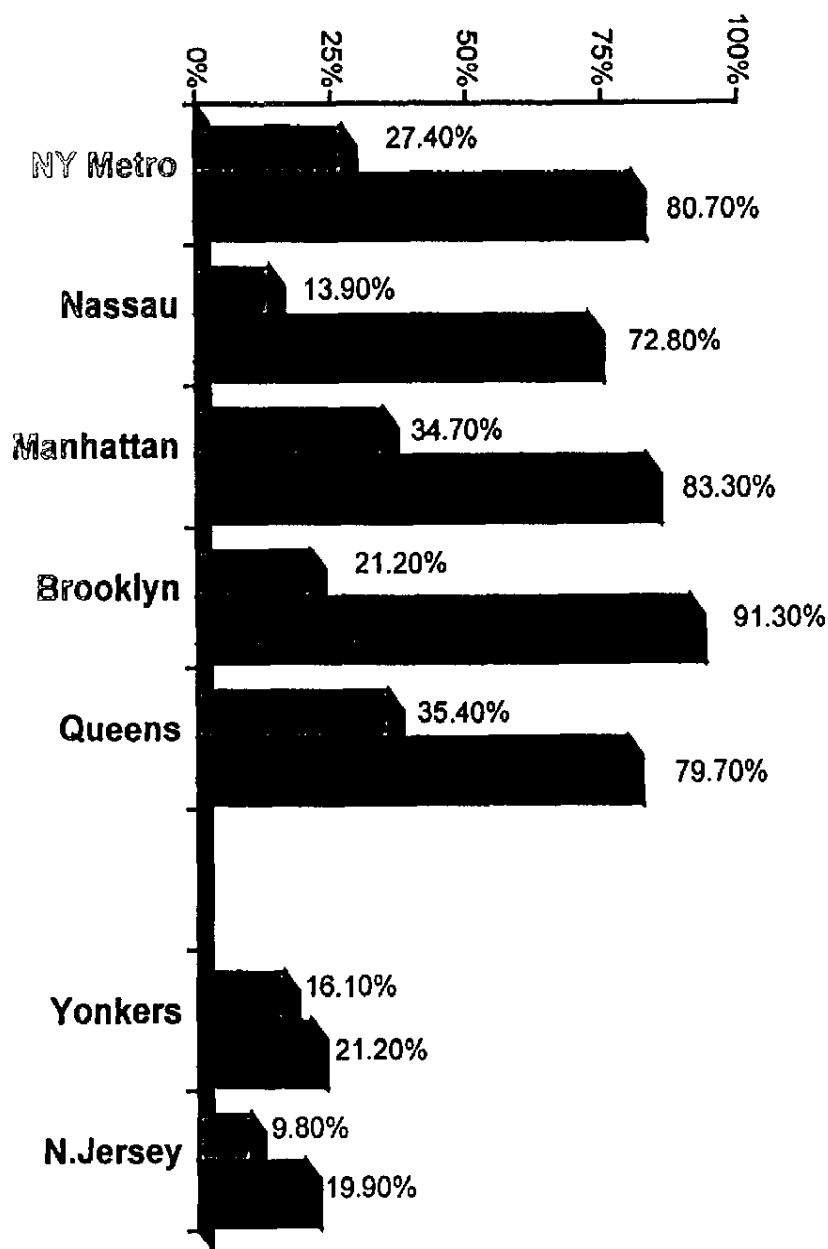
Sincerely,

*Mark Young*

cc: Dave Wilmesher  
Ron Grout

51842 4169

***Salem Slide Box FF85 Distribution  
(updated March 5, 1998)***



		VOLUME RANGE	
		0-100	101-99999
		STORES	STORES
REGION	DIVISION		
12	1221 JL	4	.
	1222 Y	1887 300	473 146
	1223 N	1586 206	485 668
	1224	2090 695	634 509
	1225	3050 642	684 627
	1226	1783 163	805 149
	1229	3140 980	974 756

*Salvini*  
*LT. Box*

2990 2855  
 (13136) / 5845

	<u>0-100</u>	<u>100 +</u>
1222*	15.9%	21.7%
1223	13.0%	<del>21.7%</del> 67.8%
1224	33.3%	80.3%
1225	21.1%	91.0%
1226	9.0%	18.4%
1229*	32.2%	77.6%
	25.8%	76.1%
	<del>32.2%</del>	

9766/2523  
 4/0 4/36/NJ

3282  
 2560

51842 4171

		VOLUME RANGE			
		0-100		101-99999	
		STORES		STORES	
REGION	DIVISION				
12	1221		4		
	1222	1887	303	675	143
	1223	1536	221	995	717
	1224	2070	726	634	528
	1225	3050	647	689	629
	1226	1783	175	809	161
				7	
	1229	3040	1077	974	776

Salem Box 85

2671  
2650  
5321

w/o  
1221  
1222  
1226  
→ 9766 / 2671 2650 / 3282

	0-100	100 +
1222*	14.1%	21.2
1223	13.9%	72.8%
1224	34.7%	83.3%
1225	21.2%	91.3%
1226	9.8%	19.9%
1229	35.4%	79.7%
1200	27.4%	80.7%

6545 w/SS804  
4/17/98

51842 4172

```

=====
"
"
"      IIIIIIIII      MMM      MMM      SSSSSSSSSS
"      IIIIIIIII      MMMMM      MMMMM      SSSSSSSSSSSS
"      III      MMMTTTT      MMMMMMM      SSS      SSS
"      III      MMM      MMMMMMMMM      MMM      SSS
"      III      MMM      MMMMM      MMM      SSSSSSSSSS
"      III      MMM      MMM      MMM      SSSSSSSSSS
"      III      MMM      MMM      SSS      SSS
"      IIIIIIIII      MMM      MMM      SSSSSSSSSSSS
"      IIIIIIIII      MMM      MMM      SSSSSSSSSS
"

```

03-05-1998 12:14:13.3

R E Q U E S T E D   R E P O R T

TO YOUNG, M

REPORT FORMATTING

51842 4173

		VOLUME RANGE	
		0-100	101-99999
		STORES	STORES
REGION	DIVISION		
12	1221	2194	612
	1222	1887	673
	1223	1586	985
	1224	2090	634
	1225	3050	689
	1226	1783	808
	1229	3040	974

51842 4174